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# WHITE BEAUTY

*The WHITE, florists have been waiting for*



Though we have only a few hundred clumps, and twice as many large divisions, beyond the amount now benched for plants, we decided to put this marvelous Dahlia into the hands of every florist and Dahlia lover now, instead of waiting until 1937.

Plants, April-May delivery, **\$2.50 ea.**, per 100, **\$140.00**  
Field-grown clumps, for propagating, net **\$10.00**

W. L. W. DARNELL

## The DAHLIA FARM

EAST MORICHES

*"On the Sunrise Trail"*

LONG ISLAND, NEW YORK

A seedling of JERSEY'S BEAUTY and GRAF ZEPPELIN, with all the parents' good points and none of their faults.

Height, 6 ft. A larger flower than JERSEY'S BEAUTY, and of the same general form, with a full and high rosebud center. A sturdy grower, with a rich, glossy dark green foliage that makes a coronal for the perfect beauty and marvelous whiteness of the flower, and is both insect and disease resistant.

WHITE BEAUTY was raised and named by Walter Buzby, at Atco, New Jersey, in 1933. Mr. Buzby is a veteran Dahlia grower, starting with Peacock in 1900, where he was foreman until leaving to take charge for W. A. Murray of Atco.

WHITE BEAUTY was such an outstanding variety in 1934 that many offers were made for the stock, but Mr. Buzby, realizing he had a gem of the first water, declined to sell. Instead, he arranged with the Peacock Dahlia Farms to grow the stock for him during 1935, and give it the acid test in the open market.

The Niessen Co., wholesale florists, of 1201-5 Race St., Philadelphia, Pa., to whom the blooms of WHITE BEAUTY were shipped, wrote as follows:

"Gentlemen:

"During the past season you shipped a new white Dahlia to us, which you named WHITE BEAUTY. This new white Dahlia seems to be one of the best varieties that we had, and we hope you will have a larger supply of it for next season. This variety seems to have exceptionally good keeping qualities and it is just the size for commercial use.

"Good white flowers are scarce and a white Dahlia of that type will always have a good market. We remain,

Yours very truly,  
The Niessen Co.  
Per H. Niessen."

Mr. Peacock says:

"WHITE BEAUTY is essentially a commercial Dahlia. It shows marked similarity in characteristics to its parent, Jersey's Beauty. It is not quite so rampant a grower, not quite so tall, but sturdier, more rugged, with heavy, glossy, insect and disease-resistant foliage. Larger than Jersey's Beauty and of the general form, with full, high rosebud center. The petals are more beautifully formed and arranged. It is a splendid branching variety, producing the flowers on long, straight, rigidly stiff stems. It is about 10 days later in blooming than Jersey's Beauty, but earlier than Jane Cowl.

"Of course, WHITE BEAUTY can be grown to exhibition size and makes a fine exhibition flower, but it is as a commercial cut flower that it stands out so conspicuously.

"At the end of the third year, WHITE BEAUTY has shown no sign of fault or weakness. It is a better root-maker, and roots keep better than those of JERSEY'S BEAUTY.

"If I could have but one commercial white Dahlia, it would be WHITE BEAUTY."

The following letter from M. GOLDFARB (My Florist), Inc., leading wholesale and retail florists of New York, speaks for itself.

"Dear Mr. Darnell:

"With eager anticipation and a great deal of pleasure I look forward to the exclusive selling of your White Beauty.

"Truly, here is a Dahlia in a class by itself for commercial use. In my opinion it should bring you more money per plant than any Dahlia I know of.

"With kindest personal regards I am,

Very truly yours,  
Morton Goldfarb,  
President."

MG/h

Instead of the usual \$10.00, \$15.00 or \$25.00 asked for new introductions, we offer this at a price to suit the times, and a price every florist can afford to pay.

Large Divisions, net **\$5.00**

